



STATE OF NEVADA
DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES
NEVADA DIVISION OF FORESTRY

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Las Vegas, Nevada 89108
Phone (702) 485-5123 Fax (702) 486-5186

May 15, 2006

**NOTICE OF PUBLIC MEETING AND AGENDA: NEVADA DIVISION OF FORESTRY
URBAN AND COMMUNITY FORESTRY PROGRAM**

The Nevada Division of Forestry - Urban and Community Forestry Program will conduct a public meeting 8:30 a.m. to 12:30 p.m., May 25th, 2006, at the Nevada Division of Forestry, Las Vegas Office Conference Room, 4747 W Vegas Drive, Las Vegas, NV 89108. Directions: I-95 North to N Decatur Blvd. Exit North on N Decatur Blvd., and follow to W Vegas Dr. Turn right on W Vegas Dr. The office is located on the south side of W Vegas Dr, next to Ed Fountain Park.

Meeting Purpose: to continue developing a new "green" approach to mitigating environmental affects with careful tree selection and planting.

Agenda items may be discussed out of order at the discretion of the United States Forest Service or Nevada Division of Forestry.

Reasonable efforts will be made to assist and accommodate physically handicapped persons attending the meeting. Call Matthew Koepnick, (702) 486-5123 in advance so that arrangements may be made.

This Notice and Agenda have been posted at least four working days before the scheduled meeting, in accordance with NRS 241.020 at the following locations: Nevada Division of Forestry, 4747 W Vegas Dr., Las Vegas; USDA RC&D, 5820 S Pecos Suite A-400 Las Vegas; Nevada Division of Forestry, 885 Eastlake Boulevard, Washoe Valley

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NEVADA DIVISION OF FORESTRY
LAS VEGAS FOCUS PROJECT MEETING: NEVADA SHADES OF GREEN

May 25th, 2006

Nevada Division of Forestry, Conference Room

4747 Vegas Drive, Las Vegas, NV 89108

8:30 a.m. – 12:30 p.m.

AGENDA

- I. Welcome and Introductions
- II. Marketing Diagnostic – “What’s Working, What’s Not”
- III. Survey Results and Arbor Day Promotion (Parking Lot Evaluations)
- IV. Identifying Target Audience
- V. Marketing Objectives – **identifying “success indicators”**, relationship building, demonstrate relevance, economic impact, working with municipalities in a different way
 - Increased name recognition
 - Managing limited resources for delivering marketing strategies and results
 - Defining your specific niche and leveraging a **positioning strategy**
 - Communicating with your **primary target audiences**
 - **Lay a foundation** for more advanced marketing initiatives long-term
- VI. Communications Calendar and other strategies
- VII. Logo
- VIII. Public Comment
- IX. Set next meeting date, additional comments, adjourn